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Dass Plant Guide

New Gem Everbearer

Finest Everbearing

Strawberry Yet Introduced.

1935

DASS NURSERY CO.

Bridgman, Michigan

Sec. 562, P. L. & R.

U. S. POSTAGE

PAID

PERMIT No. 7

BRIDGMAN, MICH.



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

0 P 0 8-3591

Discount for Early Orders

Important Special Announcement



A. F. DASS.

This, our 1935 catalog, comes to you, the customers and friends of both the Dass Nursery Co., and the Arthur H. Dass Nurseries, with our sincere greetings, and will be our only issue this year. All orders must be mailed to, and moneys made payable to, Dass Nursery Company, of Bridgman, Michigan.

Due to the drought early in the growing season, and the increased demand brought about by higher prices on all fruits the past season, we can honestly predict a shortage of planting stock, for the first time in four years.

The late growing season finished all plants and trees with an exceptionally fine root system and you will find finest quality in all.

We have a full line of fine nursery stock for the coming season and hope that all of our customers will be able to purchase some of this stock. As you know, we will have to keep on planting in order to improve our farms, as conditions will have to improve within the

next year or two. We are doing all in our power to help our customers in regard to price and quality of stock.

As we have stated in our previous catalogs we have some of the finest plant land in Southern Michigan. It is a sandy loam which grows large, thrifty plants and root systems. They are also adapted to all kinds of climate as the temperature here drops to as low as 10° below zero. That is why we recommend our plants, trees and shrubs to grow and thrive anywhere in the United States.

Remember our warning and get your order in early, because only in that way can you get your wants while we have a complete stock. We assure you of very best service and stock as in the past. Also look up the discounts for early orders and make a saving.

Very truly yours,

DASS NURSERY CO.

The Broadest **Guarantee**Ever Made

We guarantee every plant, tree or shrub that we ship out to be free from disease, true-to-name, and to arrive in perfect growing condition. If for any reason whatever, you are not satisfied that you have received 100 cents in value for every dollar sent us, we will adjust it to your satisfaction. Our policy of "Every Customer a Satisfied Customer" means all that it implies and we are here to give ABSOLUTE SATISFACTION.

Dass Nursery Co.





A Photograph of Our Forty-Acre Field of Strawberry Plants,

Never a Better Time to Grow Your Own Fruit

Have Your Own Berries and Make a Profit Besides

You are making a big mistake if you are not growing at least enough fruit for home use. Right out there in your garden, back yard or along one side of a field, Dass plants will produce a big supply of the finest fruits that you ever ate. Nothing else can give you the satisfaction and pleasure you'll have in growing your own berries. You will not only save money, you will make money as you will find an eager demand for any surplus that you will have.

Your Family Needs Fruit

Fruit is not a luxury, it's a necessity, one of the most nourishing and healthful of all foods and enjoyed by all, whether eaten fresh from vines, or when made into preserves, jams, jellies, pies, or the countless other tempting ways it can be prepared and served.

Provide It at Small Cost

Do you know that the money you pay for a few quarts of stale, inferior fruit will buy Strawberry, Raspberry, Blackberry and Grape plants that will give you a year around supply of delicious, high flavored, finest quality berries? You will have them just when you want them and they'll have an added attraction because they are coming right from your own vines.

No Experience Required

It doesn't require a lot of experience, petring and care to produce berries with Dass' Fruit Plants and Trees, because they are healthy, vigorous, 100% producers; in fact, it's almost impossible to keep them from fruit-

ing. Just plant them this spring, hoe them occasionally to keep the weeds down, and next season they will show their appreciation by giving you loads of beautiful berries.

Quality Counts With Us

We are and always have been producers of the highest possible grade of nursery stock. Our soil, which lies along the lake shore, in Berrien County, has long been recognized as the very best obtainable for the culture and long-rooted growth of the various kinds of nursery stock. Our climate is just right, in that the growing season is long enough to produce large, long-rooted plants, and the winters are cold enough to give them the necessary hardiness to succeed anywhere that they can be successfully grown.

The methods employed at our nurseries are most modern. We employ all labor-saving devices and our system of handling and grad-

ing is the best.

Our price is the lowest consistent with the very best nursery stock obtainable. Our policy is liberal. It is risky to pay less and needless to pay more.

It Is Easy to Order From Dass

The express rate is one-third less than it was last year and for long distance shipping would advise your ordering by express, as it would be much cheaper. If you have an agent in your town he will advise you as to the rates and advisability of shipping via express. If your orders for cane plants are received before April 1st, we can ship them via freight, this also would save you money; but we do not advise shipment via freight much later than April 1st, as it gets too hot.

WHEN TO ORDER: The sooner the better, and as a special inducement to have you send your order in early we will allow a 10% discount on all orders mailed before Feb. 1st, 5% to Mar. 1st. This discount to apply only when cash accompanies the order It is to our mutual advantage when you order early as it relieves us of office work during the rush season, and as our stock is complete you are certain to get what you want. No orders for spring shipment should call for shipment later than May 15th, as the plants are not dormant after that date, and we cannot be responsible for their condition after shipment.

HOW TO ORDER: Use order blank enclosed and be sure to fill it in correctly. We are anxious to give you prompt, efficient service and you can aid us greatly in doing this if you will write or print your name and address plainly and give the other information called for.

OUR SHIPPING SEASON: On all nursery stock begins about March 25th and continues to about May 15th in the spring. Fall shipping season from November 1st to November 30th or later.

TRANSPORTATION CHARGES NOT PREPAID. Our customers order from every state in the Union, and we cannot in all fairness quote a prepaid price. If we did, those of our customers living in our own or neighboring states would have to help pay the charges for those in far distant states. We ship all packages C. O. D. for carrying charges, whether by mail or express, and you can pay the mail man or express agent when plants are delivered. Specify whether mail or express shipment is wanted, or leave it to our judgment and we will ship the cheapest way.

NO CHARGE FOR PACKING: We make no charge for wrapping and packing, which is done in the best possible manner by trusted men of long experience. Plenty of damp moss and shingle tow is used so that stock will reach you in perfect growing condition.

TERMS: Cash or one third cash with order, balance before shipment or C. O. D. No credit

shipments can be made, as our busineess is run on a strictly cash basis.

SUBSTITUTION: We do not substitute one variety for another without your permission, except on late orders when there is no time for correspondence. No varieties used for substitution except those listed in our catalog, and we guarantee satisfaction on varieties substituted.

IN CASE OF ERROR OR SHORTAGE: Notify us immediately as we are not satisfied until you are. As soon as you receive your order, check it over and if not correct notify us immediately, advising number of packages or crates short, accompanied by express agent's receipt for shortage if shipped via express.



If you are bothered with dogs, cats on rabbits, "Dogzoff" is the spray you need. It is a most efficient animal repellant and one spraying will last from three to four weeks. Not poisonous to plants and will not injure animals. Not offensive to humans. Its use is guaranteed to keep these animals from any place where they are not wanted.

"Dogzoff" is applied with any small insect sprayer and one application usually

does the work. "Dogzoff" will save its cost many times over around the garden and home.

PRICE FOR SEASON'S SUPPLY 69c

Mr. Dass, Dear Sir:

Received my order today, May 3. Plants were nice and well rooted, well pleased with all.

Respectfully yours,

J. F. Kobin, 266 No. Main St.

Dass Nursery Co., Bridgman, Mich. Emmett, Ida., April 25, 1934
Received the nursery stock yesterday, and wish to say I never saw
any better Raspberry plants, and were in perfect condition. Just finished planting them. Thanking you, I am, Fred Barich Yours truly,

Dass Nurscry Co.:

. Watseka, Ill., April 26, 1934
Fruit trees and berries came yesterday afternoon all O. K. Very well
pleased with them. Trees are fine; also berry settings.
Yours respectfully,
Geo. B. McNamce

Dass Co.:

Sycamore, Ill., May 14, 1934
The berry plants arrived in very good condition, and I thank you very much for the rose bush. That is growing finc.

Sincerely,
Arthur B. Allen, Sycamore, Ill.
R. R. No. 2, Box 191

Monsey, New York, May 15, 1934 Dass Nursery Co., Bridgman, Michigan
I received all of my order and am very well pleased with them, and am going to tell all my friends about your stock. Will you kindly send me your catalog for 1935?

Yours very truly, Mary De Marte

Dewberries

These are a sort of blackberry, but the vines are not self supporting, as are the Blackberries. The usual method of propagation is as follows: They are set 3 feet in the row, rows 6 feet apart. Short posts are set about every fifth vine and a wire stretched about three feet from the ground. Each spring all strong vines are tied to the wire, and the ends that are too long are cut off about ten inches above wire.

LUCRETIA. This is the best variety of Dewberry that we have fruited and is one that gives universal satisfaction. Berries are very large, in fact, being larger than any blackberry grown. They are jet black, coreless, sweet and juicy. Dewberries are free from rust and all other fungous diseases. Plant at least a few for home use.



Lucretia Dewberries.

Currants

Fine for Jelly — Easy to Grow — Very Productive

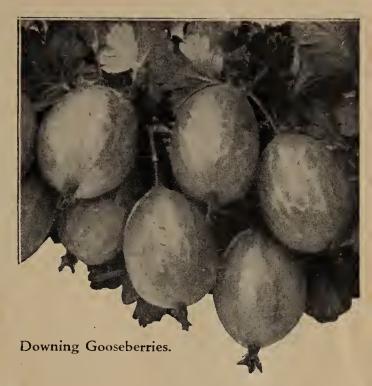
The Currant is one of the most valued of small fruits. Being very hardy, they do not winterkill, are easy of cultivation, requiring little care.

PERFECTION. Cross of Fay's Prolific with White Grape and combines the best qualities of both parents. In color it is beautiful bright red and of a size larger than the Fay; the clusters average longer and the size of the berries is maintained to the end of the bunch. It is one of the most productive Currants we have ever known.

LONDON MARKET. A fine red Currant. Quality excellent with mild flavor. Bush healthy and vigorous.

Each, 20c; 10 for \$1.75; 100 for \$15.00.

We cannot ship Gooseberries and Currants after April 10th, as the law requires that they must be shipped when dormant. The State Inspector makes a spring inspection of Gooseberry and Currant plants, consequently orders should be in by April 10th to guarantee shipment.



Gooseberries

There's Nothing Quite Like the Pies and Preserves From Gooseberries.

Very profitable, for they are strictly for the North and require a cold climate; easy to plant and care for, and bring good returns They require feeding, and when given a good mulch of stable manure in the late fall, will repay you well.

HOUGHTON. Small dull reddish brown fruit, tender, juicy, sweet, and pleasant, ripening soon after midsummer. Profuse bearer.

DOWNING. Medium to large, pale green. Quality good. Upright, productive bush. Midseason. The most widely grown variety.

Each 20c; 10 for \$1.75; 100 for \$15.00.



Perfection Currants.

ORDER SHEET

Order No
Date Rec'd
Amount
Do Not Write in This Space

Dass Nursery Co.

Bridgman, Michigan

Date							
	PLEASE WRITE PLAIN	LY					
Name	A	Amount Encl	osed				
Street or R. F.	Cash	ı \$					
	County						
Express Office.	Check \$						
Ship on or abo	Money Order \$						
-	O. D. for Charges . Express C. O. D. for Ch	arges [].	Draf	t \$			
	KIND ORDERED, E SUBSTITUTE? NO TYES		То	tal \$	······································		
AMOUNT	VARIETY	SIZE	2	DOLLARS	CENTS		
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NOTE: No prepaid prices. You pay the transportation charges.

We will send packages C. O. D. for carrying charges unless otherwise instructed. You pay the mail man or express agent the amount required for express or parcel post shipment.

Dass' 1935 Price List

DISCOUNT FOR EARLY ORDERS

On all orders received during the month of January we will give you a 10% discount from catalog prices and during February a 5% discount. No discount is allowed on collections, or C. O. D. shipments.

STRAWBERRIES	25	5	0	75	100	200	300	400	500	1000
Cut Price	\$0.30	\$0.	.45 \$	0.60	\$0.75	\$1.05	\$1.4	0 \$1.70	\$2.00	\$ 3.50
Dunlap	.35		.55	.70	.85	1.50	1.8	0 2.10	2.50	4.85
Blakemore			.55	.70	.85	1.50	1.80	0 2.10	2.50	4.85
Beaver			.55	.70	.85	1.50				4.85
Gibson			.55	.70	.85	1.50				4.85
Premier			.65	.90	1.20	1.95				7.00
Aroma	.40		.65	.90	1.20	1.95				7.00
Brandywine			.65 .80	.90 1.05	1.20 1.25	1.95 2.10	2.85 2.95			7.00 7.50
Beauty				1.05	1.25	2.10	2.9			7.50
Dorsett				1.05	1.25	2.10	2.9			7.50
Fairfax	.50			1.05	1.25	2.10	2.9			7.50
Mastodon	85	1.	.25	1.60	1.75	2.75	3.9	5 4.80		10.50
Champion	.85	1.	.25	1.60	1.75	2.75	3.9	5 4.80	5.75	10.50
Gem	1.00	1.	.50	2.00	2.45	4.75	6.60	0 7.85	9.00	17.50
RED RASPBERRIES 2	-	50	75	100		_	00	400	500	1000
Latham, 1-yr. No. 1\$1.						,	,		\$ 8.75	•
Latham, 2-yr. No. 1		.45	3.60				0.45	13.25	15.50	29.50
		.00	1.40				3.75	4.75	5.50	10.00
Chief, 1-yr. No. 1 1.		.50	2.00				6.00	7.50	8.75	16.50
Chief, 2-yr. No. 1 1.		.45	3.60				0.45	13.25	15.50	29.50
Cuthbert, 1-yr. No. 1		.50	2.00				6.00 6.00	7.50 7.50	8.75 8.75	16.50 16.50
Early King, 1-yr. No. 1		.50 .45	3.60				0.45	13.25	15.50	29.50
Early King, 2-yr. No. 1 1.		.45	3.60				0.45	13.25	15.50	29.50
Larry King, 2-yr. 1 (0. 1	,, _	• 1 >	7.00		, , , , , , , , , , , , , , , , , , ,		0.10	17.27	13.30	27.50
BLACK RASPBERRIES 2	5 5	50	75	100	0 20	0 3	00	400	500	1000
Cumberland 1-yr. No. 1									\$ 7.50	
Cumberland, 2-yr. No. 1 1.		.65	3.50				9.25	12.00	14.25	27.50
Plum Farmer, 1-yr. No. 1		.40	1.90				5.35	6.50	7.50	14.50
Plum Farmer, 2-yr. No. 1 1.		.65	3.50	4.3	35 7.9	95	9.25	12.00	14.25	27.50
Logan, 1-yr. No. 1		.50	2.00	2.5	50 4.3	25 (6.00	7.50	8.75	16.50
Logan, 2-yr. No. 1		.45	3.60				0.45	13.25	15.50	29.50
Harbert, 1-yr. No. 1		.40	1.90				5.35	6.50	7.50	14.50
Harbert, 2-yr. No. 1	50 2	.65	3.50	4.3	35 7.	95	9.25	12.00	14.25	27.50
				4.04				100		
BLACKBERRIES . 2		50	75	100			00	400	500	1000
Alfred, Root Cutting\$1.										
Eldorado, Root Cutting, 1-yr		.35 .45	2.10 3.60				5.45 0.45	6.65 13.25	8.00 15.50	15.50 29.50
Eldorado Transplants 1. Lucretia Dewberry, 1-yr		.50	2.00				5.00	7.50	8.75	16.50
Lucreua Dewberry, 1-yr	00 1	.,,	2.00	2.,	1.2	-, ,	5.00	7.50	0.75	10.50
ASPARAGUS 2	5 5	0	75	100	0 20	0 3	00	400	500	1000
Martha Washington, 1-yr\$0.										
Martha Washington, 2-yr	60 1	.00	1.50	2.0	0 2.	75	3.50	4.50	5.25	10.00
ivalua v domington, 2 ju v v v v v v v v v										
GRAPES Each 25	50)	75	100	200) 3	00	400	500	1000
Concord, 1-yr. No. 1\$0.10 \$1.5										
Concord, 2-yr. No. 1	5 4.0		5.50	6.50		00 1	5.25	23.00	28.00	55.00
Niagara, 1-yr. No. 1			4.50	5.50			1.75	19.00	23.00	45.00
Niagara, 2-yr. No. 1			6.25	7.50			0.25	26.10	31.00	60.00
Moore's Early, 1-yr. No. 1 10 2.0			4.50	5.50			1.75	19.00	23.00	45.00
Worden, 1-yr. No. 1			4.50	5.50		25 14	1.75	19.00	23.00	45.00
Delaware, 1-yr. No. 1	0 4.5	0	6.25	8.00						

Superior Raspberry Plants

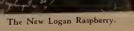
Red Raspberries

tries will do equally well on light or heavy soil; however, i drained. For field culture, Red Raspherries should be planted part in the row, with the rows 7 feet apart, requiring abou ir acre. In the spring, all canes should be cut back to abou

Black Raspberries

The New Harbert The No.

The New Logan The black



Blackberries

Transplants

Dass Strawberries for Quick Profits



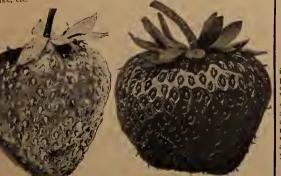
MASTODON, The Great Everbearer

PLANT MASTODON THIS YEAR. Why plant common sorts when with Mastodon you can get three cops in the same time you would get one with the June-bearing varieties. Our selected Mastodon bear a heavy roop the same summer planted, a crop the following spring that equals or surgasses any of the June-bearers hat we grow, and a heavy crop that following fall. Why wait a full year before getting returns?



"The First Berry on the Market"
Premier means first, and that describes the Premier rawberry perfectly. When compared with other vactes it is first in everything. It is one of the first in ze, first in yield, first in productiveness, first in flavor, data, but not least first to ripen. Growers have

Premier



Cut Price Plants

When ordering use the term: Cut Price Plants,



Discovered by Frank J. Keplinger on his fruit farm in north central Michigan, the parent plant from which this remarkable strain has been propagated, apparently was one of those miracles that happen in the berry industry once in a lifetime.

In an old patch of Everbearers here was a great, thrifty, husky plant with luxuriant dark green foliage, sparkling with vitality—loaded with beautiful bright red berries and growing lustily in the poorest soil in the whole field. The original Gem plant and 12 runner plants produced 25 quarts of berries and over 200 new plants the first season in new raw muck where other Strawberry plants were unable even to survive.



Dorsett

Blakemore

Beauty



Grapes Are Good For a Lifetime

Martha Washington Asparagus

Rhubarb for Early Pies and Sauce

nclude a few of them in voir order this spring.

JAEUS RHUBARB ROOTS. Strong, 2-year, 6 for 50c; 25 for \$2.00

It is Easy to Grow Strawberries With Dass' Plants















Everyone Should Plant an Orchard

THERE IS A DIFFERENCE!

Dass' Time-Tried Apples

Summer Apples



Permanent Beauty for Your Home











Pears of Proven Varieties







Sturdy Bush Roses

PRICE OF ROSE BUSHES:
Heavy, well rooted, 2-year bushes, 35c each; 3 for \$1.00; 6 for \$1.75.

FRAU KARL DRUSCHKI. Finest white Rose yet introduced. Sometimes called Snow Queen. Loved by all on account of extra large, perfectly formed flowers. (Hybrid Perpetual).
GENERAL JACQUEMINOT. Fiery red, with magnificent form and color. A very good

The Greatest Collection of Roses Ever Offered

Pres. Herbert Hoover. Pink

Beautiful Flowering Shrubs

BUDDLEIA (Butterfly Bush). Commonly called BARBERRY, Red Leaf. The new shoots of the

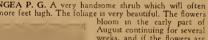
Graceful Climbing Roses

Price of heavy, well rooted, 2-year climbers 30c each; 4 for \$1.00.

AMERICAN BEAUTY. The famous America eauty Rose in climbing form. Has all of the char teristics of its relative, including form and color

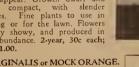
















Ornamental Trees

BECHTEL'S FLOWERING CRAB. A low grow



Hedge Plants





Hardy Climbing

Plant Peaches for Quick Returns

Globe Arbor-Vitae

Colorado Blue Spruce



Cherries

ORDER SHEET—Continued

AMOUNT	VARIETY	SIZE	DOLLARS	CENTS
			-	
	6			
Please write be we will include v	elow the names of a few fruit growers who you thin with your order, 6 beautiful assorted Dahlia bulbs	k would like to a	receive our ca n this comin	talog a
	·			
	•			